

**TELECOMMUNICATIONS INITIATED DATA FULFILLMENT SYSTEM****ABSTRACT OF THE DISCLOSURE**

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A system for providing a wide range of telecommunications initiated data fulfillment services in which a multi-function code, such as "\*" (star, pound), input into an originating telecommunications device, such as a conventional land-line or wireless telephone, triggers the treatment of the input sequence as a multi-function code service request rather than a dialed directory number. The multi-function code is followed by an input data string to complete the multi-function code service request, which the user typically enters into the telecommunications device just like a conventional telephone call, except that the input string begins with the multi-function code. The telecommunications system recognizes the multi-function code as a trigger, and in response takes one or more actions, such as automatically terminating the call to an announcement and routing a data message to a data fulfillment center, which responds to the message by implementing a response action indicated by the multi-function code service request. For example, the data fulfillment center may respond by transmitting a message over a wireless data network or the Internet to implement a service, such as activation of a vending machine, remote control of device, delivery of a message over the Internet or wireless data network, initiation of an interactive Internet session with the originating device, or a wide range of other services. In addition, a charge for this service may be automatically charged to an account associated with the originating telecommunications device, which may be billed separately or incorporated on the user's conventional monthly telecommunications invoice.